

## Find and Tell Your PBHCI Stories

### TIPS FOR FINDING STORIES

1. Put a premium on stories and require staff to regularly share stories.
2. Tell your staff and stakeholders what stories you want so they know where to find them.
3. Put a poster/flyer in high-traffic areas so clients know you want to hear their stories.
4. Capture your stories in a way that works for you, like a spreadsheet.

### TELLING A STORY

#### 1. Set up: The details that puts the listener into the story.

*Example:* Thirsty-six percent of people living with a mental illness smoke, while 21 percent of the general populations does. That's why our agency began offering nicotine replacement therapies (NRT) for free to clients, as well as hosting semi-daily tobacco cessation group.

#### 2. Struggle: The difficulties faced.

*Example:* Rhonda is a 45-year-old African American woman who smoked since she was 12-years-old. When we spoke with Rhonda about her smoking, she showed no interest in quitting. After we began offering free NRTs, one of Rhonda's good friends began using them and slowly and over a few months, was able to quit entirely—even after smoking for decades. This piqued Rhonda's interest.

I was surprised to see her attend a cessation group meeting, but there she was — listening to others, asking questions, visibly contemplating the opportunity of freeing herself from tobacco. She left with a week's supply of NRT. A week later, I saw her in another meeting. She hadn't yet begun the NRT, but was still interested in trying. Three months later, Rhonda began using the NRT.

#### 3. Solution: How things worked out and what you learned from the entire process

*Example:* One year after beginning NRT, Rhonda was smoke free and had been for eight months. "I can't believe I finally quit after all those years. I thought I'd die before I kicked cigarettes. And now, here I am. I haven't smoked in months and I just got off my blood pressure medicine. My doctor says I don't need it any more—I am that much healthier."

Rhonda also says that if the NRT hadn't been free she never would have been able to afford it. Thankfully, our agency had the funds available through PBHCI to make these opportunities available to Rhonda and the other 200 people in our organization.

### Questions to Ask to Get the Story You Want

1. How has your health improved in the past XXX? (e.g. lowered your blood pressure, lost weight)
2. How did these health changes come about? How do these changes impact your life? How did it impact your health? For example, maybe cutting back on smoking led to lower blood pressure.
3. Who supported you in achieving this health improvement?
4. What other health changes are you trying to make? How is it going? What are you doing to try to achieve them

### **COMMUNICATE YOUR STORY**

*Success stories help demonstrate the importance and value of primary and behavioral health care integration. Please briefly share a story below that communicates the outcomes of PBHCl.*

**1. Set up: The details that puts the listener into the story.**

**2. Struggle: The difficulties faced.**

**3. Solution: How things worked out and what you learned from the entire process**